

## SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

**SUBJECT:** 2008 Crappie USA Super and Regional Events Agreement

**DEPARTMENT:** Economic Development

**DIVISION:** Tourism

**AUTHORIZED BY:** William McDermott

**CONTACT:** Fran Sullivan

**EXT:** 2906

**MOTION/RECOMMENDATION:**

Approve and authorize the Chairman to execute an agreement with Crappie USA, Inc. for the 2008 Crappie USA Super and Regional events in the amount of \$22,000.

County-wide

Bill McDermott

**BACKGROUND:**

The Crappie USA Fall Qualifier was held in Seminole County in November 2005. The TDC approved funding in the amount of \$4,000 for advertising and promotion of the event. A total of 120 room nights were reported with an economic impact of \$66,033.

The Crappie USA Super and Regional events will be held February 17-23, 2008 and April 20-26, 2008, respectively. Anglers and guests from over 12 states are expected to attend. The two events are expected to bring a total of 340 room nights with an estimated direct economic impact of \$430,685.

Funds will be used to advertise and promote the event, including filming of the 2-day Regional event for Midwest Crappie TV show with Russ Bailey, airing on The Sportman Channel.

Funds are appropriated in Tourism Development's FY 07-08 promotional budget.

**STAFF RECOMMENDATION:**

Staff recommends the Board approve and authorize the Chairman to execute an agreement with Crappie USA, Inc. for the 2008 Crappie USA Super and Regional events in the amount of \$22,000.

**ATTACHMENTS:**

1. Agreement

**Additionally Reviewed By:**


☒ County Attorney Review ( Ann Colby )

**2008 CRAPPIE USA SUPER AND REGIONAL EVENT AGREEMENT**

**THIS AGREEMENT** is made and entered this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY," and **CRAPPIE USA, INC.**, whose address is 125 Ruth Avenue, Benton, Kentucky 42025, hereinafter referred to as: "CRAPPIE USA".

**W I T N E S S E T H:**

**WHEREAS**, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the Local Option Tourist Development Act in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

**WHEREAS**, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County,  and

**WHEREAS**, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the Seminole County-based 2008 Crappie USA Super Event to be held February 17-23, 2008 and the 2008 Crappie USA Regional Event to be held April 20-26, 2008, to promote tourism in Seminole County.

**NOW, THEREFORE**, in consideration of the mutual understandings and agreements set forth herein, COUNTY and CRAPPIE USA agree as follows:

**SECTION 1. TERM.** The term of this Agreement is from October 1, 2007, through September 30, 2008, the date of signature by the parties notwithstanding, unless earlier terminated as provided herein.

**SECTION 2. TERMINATION.** This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice to the other party, as provided for

herein, or, at the option of COUNTY, immediately in the event that CRAPPIE USA fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE USA after it has received notice of termination. Upon said termination, CRAPPIE USA shall immediately refund to COUNTY, or otherwise utilize as COUNTY directs, any unused funds provided hereunder.

### **SECTION 3. SERVICES.**

(a) CRAPPIE USA shall use funds from this Agreement in conjunction with monies granted by the federal government, the State of Florida, or any public or private agency to promote the 2008 Crappie USA Super and Regional events as described in Exhibit A attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo, telephone numbers, and website address must appear on all promotional material for which reimbursement will be requested, including but not limited to all electronically transmitted materials.

(c) CRAPPIE USA shall submit proposed advertisement and promotional copy to COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by COUNTY shall not be eligible for reimbursement.

(d) Promotional and registration packages sent out by CRAPPIE USA for the events must contain a list of all Seminole County hotels provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by COUNTY prior to distribution in order to qualify for reimbursement.

(e) CRAPPIE USA is required to use the Event Questionnaire provided by the Seminole County Convention and Visitors Bureau. In

order to qualify for reimbursement, CRAPPIE USA must provide to the Seminole County Convention and Visitors Bureau, after the events, a minimum number of completed questionnaires equal to ten percent (10%) of projected attendance or one hundred fifty (150) whichever is greater. Incomplete or partial questionnaires will not count toward the minimum number. Failure to provide the required number of completed questionnaires or failure to utilize the required form shall result in non-reimbursement of approved funds and shall also directly impact future consideration of tourist development tax funding.

(f) In order to qualify for reimbursement under this Agreement, CRAPPIE USA must submit written proof of liability coverage to COUNTY upon execution of this Agreement.

(g) After-event preliminary statistics for room nights and economic impact must be submitted to COUNTY no later than thirty (30) days after the event.

(h) A hotel poll reflecting an accurate accounting of room nights used for the event shall be conducted by CRAPPIE USA and submitted to COUNTY within thirty (30) days of the events.

(i) CRAPPIE USA shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at CRAPPIE USA's events. Said website shall be linked to the Seminole County Tourism website ([www.visitseminole.com](http://www.visitseminole.com)) and such link shall be maintained throughout the duration of this Agreement.

(j) Failure to comply with or failure to meet the requirements of this Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CRAPPIE USA by COUNTY pursuant to this Agreement.

#### **SECTION 4. LIABILITY AND INSURANCE.**

(a) **Liability.** COUNTY and its Commissioners, officers,

employees, and agents shall not be deemed to assume any liability for the acts, omissions and negligence of CRAPPIE USA and its officers, employees, and agents in the performance of services provided hereunder; and CRAPPIE USA hereby agrees to fully and completely indemnify, insure, and hold harmless COUNTY from and against any liability, of whatsoever type or nature howsoever arising, relating, in any way, to the acts or omissions of CRAPPIE USA and its officers, members, agents, and employees.

(b) **Insurance.**

(1) CRAPPIE USA shall furnish COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). COUNTY and its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained by CRAPPIE USA, CRAPPIE USA shall provide COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of the statement on the Certificate, CRAPPIE USA shall, at the option of COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement.

(3) In addition to providing the Certificate of Insurance, if required by COUNTY, CRAPPIE USA shall, within thirty (30) days after receipt of the request, provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by COUNTY or failure to disapprove the insurance furnished by CRAPPIE USA shall relieve CRAPPIE USA of its full responsibility for performance of any obligation including CRAPPIE USA's indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: (i) lose its Certificate of Authority, or (ii) fail to maintain the requisite Best's Rating and Financial Size Category, CRAPPIE USA shall, as soon as it has knowledge of any such circumstance, immediately notify COUNTY and immediately replace the insurance coverage provided with a different insurance company meeting the requirements of this Agreement. Until such time as CRAPPIE USA has replaced the unacceptable insurer with an insurer acceptable to COUNTY,

CRAPPIE USA shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CRAPPIE USA, CRAPPIE USA shall, at its sole expense, procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in this Agreement, the insurance shall become effective prior to the commencement of the events and shall be maintained in force until the Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) CRAPPIE USA's insurance shall cover CRAPPIE USA for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment, and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by CRAPPIE USA (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

#### LIMITS

General Aggregate	Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CRAPPIE USA pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by COUNTY or its officials, officers, or employees shall be in excess of and not contributing to the insurance provided by or on behalf of CRAPPIE USA.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence rather than a claims-made basis.

**SECTION 5. BILLING AND PAYMENT.** COUNTY hereby agrees to provide financial assistance to CRAPPIE USA up to a maximum sum of TWENTY-TWO THOUSAND AND NO/100 DOLLARS (\$22,000.00) for all services it provides hereunder during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit A. Qualified expenditures are reimbursable upon:

(a) Receipt by COUNTY of a Request for Funds form, attached hereto and incorporated herein as Exhibit B, from CRAPPIE USA requesting all or part of the above amount. The Request for Funds form shall be completed properly with documentation attached including original or copy of invoices and copies of canceled checks. Such request by CRAPPIE USA shall only be for services specifically provided for herein which are necessary to serve Seminole County. Said Request for Funds form shall be submitted no later than ninety (90) days after the event. Failure to comply with this requirement shall result in termination of this Agreement and forfeiture of all financial assistance granted to



CRAPPIE USA under this Agreement.

(b) Verification by the Seminole County Tourism Development Division that CRAPPIE USA is providing the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(c) The final Request for Funds form shall be accompanied by a detailed report of the economic impact on COUNTY resulting from the events, funds for which have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit C, shall include, but not be limited to, the actual number of hotel or motel rooms occupied and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director Seminole County Economic Development  
SCC Center for Economic Development  
1005 AAA Drive, #145  
Heathrow, Florida 32746

Duplicate: Director, Department of Finance  
Seminole County Services Building  
1101 East First Street  
Sanford, Florida 32771

(e) Reimbursement shall be contingent upon CRAPPIE USA's compliance with the requirements as stated in Exhibit A.

**SECTION 6. REPORTING REQUIREMENTS.** In the performance of this Agreement, CRAPPIE USA shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. CRAPPIE USA shall transmit and certify interim records with each Request for Funds form submitted to COUNTY. Each Request for Funds form shall detail costs incurred as referenced in Exhibit A. CRAPPIE USA shall submit a final financial report within ninety (90) days of project completion or lapse or termination of this Agreement.

**SECTION 7. NON-ALLOWABLE COSTS.** The purpose for which Tourist Development Tax grant funds are provided to CRAPPIE USA shall not duplicate programs for which monies have been received, committed or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit A. Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, marketing, feasibility studies, or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques, or certificates; private entertainment, lodging, food and beverages; and wages, salaries, administrative or travel expenses other than those appearing, if any, in Exhibit A.

**SECTION 8. UNAVAILABILITY OF FUNDS.** CRAPPIE USA acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of COUNTY, by written notice of termination to CRAPPIE USA as provided hereinafter. COUNTY shall not be obligated to pay for any services provided or costs incurred by CRAPPIE USA after it has received such notice of termination. In the event there are any unused COUNTY funds, CRAPPIE USA shall promptly refund those funds to COUNTY, or otherwise use such funds as COUNTY directs.

**SECTION 9. ACCESS TO RECORDS.** CRAPPIE USA shall allow COUNTY, its duly authorized agent, and the public access to such of its records as are pertinent to all services provided hereunder, at reasonable times and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

**SECTION 10. LIAISON.** CRAPPIE shall submit the originals of the Request for Funds form and any other required reports or correspondence to the following:

Manager  
Seminole County Tourism Development  
1230 Douglas Avenue, Suite 116  
Longwood, Florida 32779

**SECTION 11. NOTICES.**

(a) Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, return receipt requested, and sent to:

**For COUNTY:**

Manager  
Seminole County Tourism Development  
1230 Douglas Avenue, Suite 116  
Longwood, Florida 32779

**For OUTDOOR PROMOTIONS:**

Darrell Van Vactor, President  
CRAPPIE USA, Inc.  
125 Ruth Avenue  
Benton, Kentucky 42025



(b) Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

**SECTION 12. ASSIGNMENTS.** Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

**SECTION 13. ENTIRE AGREEMENT.**

(a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the

provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

**SECTION 14. COMPLIANCE WITH LAWS AND REGULATIONS.** In providing all services pursuant to this Agreement, CRAPPIE USA shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement, and shall entitle COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to CRAPPIE USA as provided hereinabove.

**SECTION 15. CONFLICT OF INTEREST.**

(a) CRAPPIE USA agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.

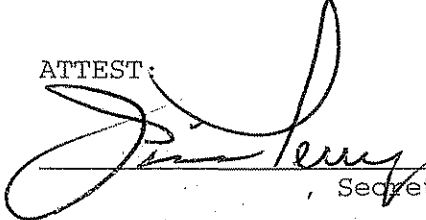
(b) CRAPPIE USA hereby certifies that no officer, agent or employee of COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over 5%) either directly or indirectly, in the business of CRAPPIE USA to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, CRAPPIE USA hereby agrees that monies received from COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the legislature or any other state or federal agency.

***(End of Agreement - Signature Page Follows)***

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:

  
\_\_\_\_\_, Secretary

[CORPORATE SEAL]

CRAPPIE USA, INC.

By:

  
\_\_\_\_\_  
DARRELL VAN VACTOR, CEO

Date: 12-14-07

ATTEST:

BOARD OF COUNTY COMMISSIONERS  
SEMINOLE COUNTY, FLORIDA

\_\_\_\_\_  
MARYANNE MORSE  
Clerk to the Board of  
County Commissioners of  
Seminole County, Florida

By:

\_\_\_\_\_  
BRENDA CAREY, Chairman

Date:



\_\_\_\_\_  
As authorized for execution by  
the Board of County Commissioners  
at their \_\_\_\_\_, 20\_\_\_\_  
regular meeting.

For the use and reliance  
of Seminole County only.

Approved as to form and  
legal sufficiency.

\_\_\_\_\_  
County Attorney

Attachments:

- Exhibit A - Project Application
- Exhibit B - Request For Funds Form
- Exhibit C - Narrative Progress Report Form

AEC:jlr  
11/20/07 11/27/07  
P:\Users\jroyal\Economic Development\2008 Crappie USA Super & Regional Event.doc

## EXHIBIT A

Application  
Tourist Development Sponsorship  
FY 2007-08

Combined for (2) events as requested 7-30-07 by Bill McDermott

### I. GENERAL INFORMATION

To assist us in evaluating the impact your event may have on Seminole County and to better understand what support you are requesting, the following questions must be answered in full.

- |                                      |  |
|--------------------------------------|--|
| (1) NAME OF ORGANIZATION             | Outdoor Promotions, Inc.   |
| (2) NAME OF EVENT/PROJECT            | Crappie USA Events (Super and Regional)                          |
| DATE OF EVENT                        | Jan 6-12, 2008 & April 20-26, 2008                               |
| EVENT LOCATION                       | Lake Monroe/Jessup   |
| DESCRIPTION OF EVENT                 | Crappie Fishing Tournaments                                      |
| (3) CONTACT PERSON                   | Larry Clark  |
| (4) COMPLETE ADDRESS OF ORGANIZATION |  |
| STREET                               | 125 Ruth Avenue  |
| CITY                                 | Benton   |
| STATE                                | KY   |
| ZIP                                  | 42025  |
| PHONE                                | (270) 395-4204   |
| FAX                                  | (270) 395-4381   |
| EMAIL                                | <a href="mailto:office@crappieusa.com">office@crappieusa.com</a> |
| (5) ORGANIZATION'S CHIEF OFFICIAL    | Darrell Van Vactor   |
| TITLE                                | President  |
| ADDRESS (IF DIFFERENT FROM ABOVE)    |  |
| STREET                               | Same   |
| (6) AMOUNT REQUESTED                 | \$30,000.00  |
| (7) INTENDED USE OF FUNDS            | Bid Fee ____ Promotion/Marketing <u>X</u>                        |

- (8) A DETAILED ITEMIZED MARKETING PLAN IS REQUIRED. INCLUDE COSTS AND CIRCULATION DISTRIBUTION. USE THE SPACE PROVIDED BELOW OR YOU MAY USE A SEPARATE SHEET IF YOU PREFER.

**MARKETING PLAN FOR TOURISM FUNDS FOR BOTH JANUARY AND APRIL CRAPPIE USA EVENTS ON LAKES MONROE & JESSUP FLORIDA**

**BROCHURES:**

- A 16-page color lake brochure is printed for each tournament lake. Each lake brochure for the Monroe/Jessup events will include a full-page ad for Seminole County. Additionally, a ¼ page ad, provided by Seminole County, will be placed in all 32 lake brochures. Distribution will be to events scheduled in GA, NC, IN, OH, IL, OK, MO, AR, KY, TN, SC, MS, AL, KS, & FL. Total printed brochures that will list event location and your ¼ page ad will be 350,000. Ad cost \$300 per lake = \$9,600.00
- Tri-fold brochures for use at sport shows are printed with all event locations, dates, etc. Total printed color Tri-folds will be 100,000. Tri-fold brochures are distributed at sports shows include locations in IN, MO, KS, NC, PA, OH, TN, KY
- Total cost to print advertising material \$20,400.00

**Budgeted Funds utilized for printed material, including shipping and delivery = \$30,000.00**

**MAGAZINE:**

A full page color schedule of all event locations, dates, etc. will appear monthly leading up to the event in our official publication "Catfish Gold". The magazine is mailed out to all Crappie USA members, in all Bass Pro Shops, Gander Mountain Stores, Books-A-Million Stores, Barnes & Noble, Academy Stores, (4) Cabela's Stores, and distributed through Ingram Periodicals. Total monthly distribution at this time is 26,000 and increasing monthly.

**Budgeted Funds utilized for magazine coverage of Florida events = \$2475.00**

**NEWSPAPER:**

We have on staff a full time sports writer who sends both pre and post press releases to all newspapers within a 200 mile radius of tournament locations. Releases are sent 8 weeks prior to the event, again 10 days prior to the event, and the day after the event is over for post coverage.

**Budgeted Funds utilized for Monroe/Jessup Florida coverage = \$2300.00**

**RADIO/TV:**

Press releases are sent to radio stations within a 200 mile radius of tournament locations under the same format as above. We use Bacon's International Media Services for updated media locations. Midwest Crappie TV show with Russ Bailey, airing on the Sportsman's Channel, will film the 2-day Regional event and will include interviews with city officials of your choice to promote Sanford. (Last year's show featuring interview with the city manager is being mailed to Fran.)

**Budgeted Funds utilized for Monroe/Jessup Florida coverage = \$13,000.00**

**INTERNET:**

Our website, [www.crappieusa.com](http://www.crappieusa.com) is the largest in the business, with over 2.5 million hits annually with a complete list of tournament locations, sign-up forms, rules & regulations, etc. that are constantly updated with the latest information. Advertisements for Monroe/Jessup events will appear in the tournament location pages under the event headings. The Seminole County ad will appear on both tournament locations at [www.crappieusa.com](http://www.crappieusa.com). The site currently is receiving over 2.5 million unique hits annually and 10,400,000 total hits annually. A link to Seminole County will be placed on our home page beginning with receipt of signed contract and will remain on the page through the Regional event. Seminole County will provide the graphic/logo for Crappie USA webmaster's use to create the link.

**Cost paid to hosting company for including Monroe/Jessup ads on website = \$3,000.00**

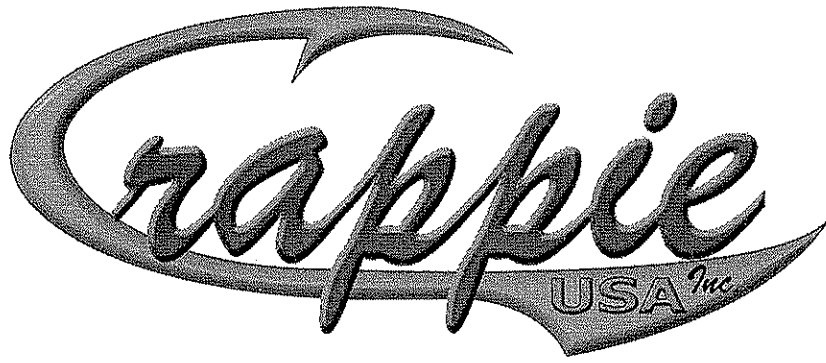
**OTHER MEDIA:**

Company representatives attend over 15 sport and travel shows annually and promote coming events. Additionally our Pro-Staff anglers attend and do seminars at additional shows where literature is distributed.

**Cost to distribute Monroe/Jessup literature for both events through shows = \$1,800.00**

**TOTAL MARKETING COST:**                      **\$52,575.00**





## Intended Use of Tourist Development Funds Seminole County, FL

- ♦ 16-page color lake brochure to include a full-page ad for Seminole County to include prominently displayed Seminole County logo, website and toll free number. Also included in the brochures will be a complete listing of all hotels and motels in Seminole County. The brochures will be distributed in the following states: GA, NC, SC, IN, IL, OH, OK, MO, AR, KS, KY, TN, MS, AL, FL.

Cost to print 20,000 per tournament:	\$20,400
Less local distribution:	\$ 2,000
<b>Total</b>	<b>\$18,400</b>

- ♦ To promote Seminole County, *Midwest Crappie* TV show with Russ Bailey, airing on The Sportsman Channel, will film the 2-day Regional Event. Seminole County TDC will receive one 30 second commercial. Additionally, a minimum of three minutes will be devoted to video/still shots of Seminole County and interview(s) with local official(s) of your choice. Also included will be Seminole County logo for closed captioning segment. Seminole County will be mentioned a minimum of twelve times during the TV show. For production purposes, Russ will work with TDC's marketing department.

<b>Contracted cost:</b>	<b>\$13,000</b>
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- ♦ **Total cost for Seminole County promotion: \$31,400**

*Crappie USA, Inc.*  
125 Ruth Avenue, Benton KY 42025  
(270) 395-4381 ♦ (270) 395-4381 fax  
[www.crappieusa.com](http://www.crappieusa.com)

## **Crappie USA Media Contacts & Locations**

**The ones listed by city are newspapers. The ones listed by name are outdoor writers or Outdoor Publications. Most the writers work for more than one publication.**

**These writers, newspapers and Outdoor Publications plus all our national sponsors are emailed prior to each event. Well before the Florida events start I send out a list of all the Florida events to the ones listed below along with some of our Outdoor publications in our states.**

**If the winners are from another state we locate their hometown newspaper and or any other publication in their area.**

### **Florida Contacts:**

Adam Minichino.vcf   Alan Herun.vcf   Alex Alston.vcf   Bill Sargent.vcf   Blountstown.vcf

bparsons@orlandosentinel.com.vcf   Byron Stout.vcf   Capt. Woodrow Gore.vcf   Del Milligan.vcf

Deland.vcf   Eric Barnes.vcf   Eric Johnson.vcf   Florida Weekly.vcf   Frank Jolley.vcf   Gainesville.vcf

Gale.vcf   Hale, Marty.vcf   Jamie Adams.vcf   Jerry Gerardi.vcf   Jerry Hill.vcf   Jim Hardie.vcf

Jim Hardie.vcf   Jim Porter.vcf   Joe Williams.vcf   John Felsher.vcf   Ken Solomons.vcf   Larry Larsen.vcf

Marianna.vcf   Mark Blythe.vcf   Media.vcf   Mike Graham.vcf   Mike Scarantino.vcf   Okeechobee.vcf

Orlando.vcf   Palatka.vcf   Palm Beach Post.vcf   Pat.vcf   Phil Chapman.vcf   Rick Farren.vcf

Rob Newell.vcf   Robert Fulton.vcf   Roger Harbster.vcf   Ron Brooks.vcf   Ronell Smith.vcf

rtribou@orlandosentinel.com.vcf   Sanford.vcf   Sapulpa.vcf   SC In The News.vcf   Shawnee.vcf

Shawnee.vcf   Shawnee.vcf   Steve Gibson.vcf   Steve Waters.vcf   Stillwater.vcf   Susan Cocking.vcf

Tahlequah.vcf Tallahassee.vcf Ted Lund.vcf Ted Swing.vcf Tim Tucker.vcf Tom Rife.vcf

Van Hubbard.vcf Vinta.vcf Wakulla.vcf Willie Howard.vcf Zephyrhills.vcf

### **Georgia Contacts:**

Albany.vcf Americus.vcf Ann.vcf Athens.vcf Atlanta.vcf Bill Evans.vcf Bill Vanderford.vcf

Bob Borgwat.vcf Brad Gill.vcf Brandon Michea.vcf Cairo.vcf Conyers.vcf Dan Cook.vcf

David Johnson.vcf Doug Gorman.vcf Georgia Outdoor News.vcf Ginger P. Marlow.vcf

Jane Fryer.vcf Jeff Gillespie.vcf Jeff Wood.vcf Jim O'Hara.vcf Jimmy Jacobs.vcf Joel Martin.vcf

John Sullivan.vcf Ken Sturdivant.vcf Lagrange.vcf Macon.vcf Matthew Brown.vcf Monroe.vcf

Parish Howard.vcf Perry.vcf Reynolds.vcf Rick Nolte.vcf Ronnie Garrison.vcf Steve Sutton.vcf

Tim Tucker.vcf Tom TenBroeck.vcf Will Hammock.vcf

### **Alabama Contacts:**

Al Hite.vcf Alan Clemons.vcf Alan Clemons.vcf Alan White.vcf Anniston Star.vcf Avis.vcf

Ben Norman.vcf Charles Johnson.vcf Chris Mendez.vcf curt.gantt@venture-outdoors.vcf

David Rainer.vcf David Wasson.vcf Denise Sinclair.vcf Dennis Sherer.vcf Dennis Smith.vcf

don.day@venture-outdoors.net.vcf Doug Houston.vcf Doug Houston.vcf Eileen Davis.vcf

gadsdensports@yahoo.com.vcf Gilliland.vcf Harold Stout.vcf Hartselle.vcf Herald.vcf

Jacob DeBin.vcf John Norris.vcf John Phillips.vcf Jon Johnson.vcf Joy Melton.vcf

Ken Sturdivant.vcf Ken White.vcf Kenneth Edwards.vcf Lanier Harris.vcf Luke.vcf Media.vcf

Mike Bolton.vcf News.vcf News.vcf Pell City.vcf Pell City.vcf Pell City.vcf Productions.vcf

rick.redmon@venture-outdoors.vcf robert.dewitt@tuscaloosaneews.vcf Ron Jolly.vcf

Sammy Lee.vcf Sports.vcf Sports.vcf Sports.vcf Sports.vcf Sports.vcf Sports.vcf Sports.vcf

Sports.vcf stanley.veitch@gadsdentimes.vcf Starr Boykin.vcf Steve Butterworth.vcf

Teresa Stanford.vcf The Sportsman's Journal.vcf

## II. DETAILS ON YOUR ORGANIZATION

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?  
(SEE ATTACHED)
- (2) What services does your organization provide?  
(SEE ATTACHED)
- (3) How will your organization monitor expenditure of funds?  
(SEE ATTACHED)
- (4) How will your event bring additional visitors and hotel room nights to Seminole County?  
(SEE ATTACHED)
- (5) What is your organization's experience in managing sponsorships and grants?  
(SEE ATTACHED)

Provide three (3) years of this event's history, if applicable.

Previous Event	Crappie USA Fall Qualifier		
Date	19-Nov-05	Location	Seminole County
Contact Name		Phone	
# of Out-of State Participants	76		
# of Room Nights	120	Economic Impact	\$66,033

Previous Event			
Date		Location	
Contact Name		Phone	
# of Out-of State Participants			
# of Room Nights		Economic Impact	

Previous Event			
Date		Location	
Contact Name		Phone	
# of Out-of State Participants			
# of Room Nights		Economic Impact	

## **II. DETAILS ON YOUR ORGANIZATION:**

**(1) What are your organization's goals and objectives?**

To offer our membership tournament locations that the entire family will enjoy visiting. Our events are very family oriented offering many enhancements for family participation.

**(2) What services does your organization provide?**

We offer low entry fee, family oriented fishing contest to the largest crappie fishing membership in America. We are able to promote locations while offering our membership a chance to test their skills on the nations best fishing waters.

**(3) How will your organization monitor expenditure of funds?**

We have been in the tournament business for over 20 years and have refined printing cost, marketing fees, etc. to allow us to get the best value from all marketing funds. We pay all cost of marketing up front and printed materials are distributed over a month prior the event date.

**(4) How will your event bring additional visitors and hotel room nights to Seminole County?**

Our events in Florida are attended by anglers from a minimum of 12 states each year. Most of the participants will be planning vacations around the event and will be in the area for at least 6 days.

**(5) What is your organization's experience in managing sponsorships and grants?**

We have successfully managed over 700 tournament events since 1987 and hold national sponsorships with over 20 of the nations largest fishing companies, most have been with us for at least 10 years. We have also managed a scholarship fund for 11 years and given over \$255,000.00 in college scholarships to youth who attend our events. NO ONE in this business pays out more prize dollars, has more participation annually, or has the track record we have maintained for many years.

**Provide three (3) years of this event's history, if applicable.**

Events are held annually at all these locations:

Pickwick Lake Alabama—Susann Hamlin w/ Colbert County Tourism—256-383-0783

Decatur Lake Illinois – Terri Hammel w/ Decatur Area CVB – 800-331-4479

Neely Henry Lake Alabama –Al Murray w/ Gadsden Tourism – 888-565-0411

Many more references if needed.

III. EVENT INFORMATION (Use additional sheets where necessary.)

(1) NAME OF EVENT Crappie USA Tournaments

(2) NUMBER OF DAYS 7 per event DATE Jan. 6-12, 2008, April 20-26, 2008

(3) EVENT OWNER (IF OTHER THAN YOUR ORGANIZATION)

COMPANY NAME

ADDRESS

PHONE

(4) HOW WILL THIS EVENT CONTRIBUTE TO A POSITIVE IMAGE FOR SEMINOLE COUNTY?

Participants and guests from over 12 states will attend.

(5) DOES THIS EVENT HAVE FUTURE IMPLICATIONS, SPIN-OFFS, OR OTHER CONSIDERATIONS?

Guests who enjoy the area will return.

(6) PROJECTED NUMBER OF:

LOCAL PARTICIPANTS 50

LOCAL GUESTS 70

OUT-OF-TOWN PARTICIPANTS 340

OUT-OF-TOWN GUESTS 115

OUT-OF-TOWN MEDIA 10

(7) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE COUNTY 340

(8) ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY \$430,685

(PLEASE COMPLETE THE ECONOMIC IMPACT CALCULATION FORM AND ATTACH.

A COPY OF THIS FORM IS AVAILABLE IN EXCEL FORMAT ON [www.visitseminole.com](http://www.visitseminole.com))

## Seminole County - Economic Impact

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				\$ 4,800.00
How many adult out-of state participant days expected?	340	\$ 139.00	6	\$ 283,560.00
How many adult out-of state spectator days expected?	115	\$ 139.00	6	\$ 95,910.00
How many out-of state media/professional days expected?	10	\$ 139.00	5	\$ 6,950.00
How many youth out-of state participant days are expected?	70	\$ 69.50	5	\$ 24,325.00
How many youth out-of state spectator days are expected?	40	\$ 69.50	3	\$ 8,340.00
How many in state participant/spectator/media/ professionals expected?	50	\$ 68.00	2	\$ 6,800.00
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
<b>TOTAL DIRECT IMPACT =</b>				<b>\$ 430,685.00</b>
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ 430,685.00		1.5	\$ 646,027.50
Total earnings impact:	\$ 430,685.00		0.57	\$ 245,490.45
Total employment impact:	\$ 430,685.00	1,000,000	22	9.48
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
<b>STATE SALES TAX GENERATED:</b>	\$ 430,685.00		0.06	<b>\$ 25,841.10</b>
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
<b>STATE SALES TAX REIMBURSED TO COUNTY:</b>		\$ 25,841.10	0.09653	<b>\$ 2,494.44</b>
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
<b>COUNTY LOCAL OPTION SALES TAX:</b>	\$ 430,685.00	\$ -	0.01	<b>\$ 4,306.85</b>
	Estimated Rooms	Estimated	Approximate Hotel	Average Room
	Per Night To Be Secured	Nights In Town	Rooms Secured	Rate Per Night
<b>TOTAL HOTEL IMPACT:</b>	340	5	1700	\$70.00
	Total Hotel			
	Impact		Resort Tax Rate	
<b>COUNTY RESORT TAX RECOUPED:</b>	\$ 119,000.00		0.03	<b>\$ 3,570.00</b>
<b>TOTAL RESORT TAX &amp; STATE SALES TAX RECOUPED BY COUNTY:</b>				<b>\$ 10,371.29</b>
<b>RENTAL COSTS OF FACILITIES OWNED &amp; RECOUPED BY THE COUNTY:</b>				\$ -
<b>RENTAL COSTS OF FACILITIES OWNED &amp; RECOUPED BY THE CITY:</b>				\$ -
<b>BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:</b>				\$ -
<b>BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:</b>				\$ -
<b>APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:</b>				<b>\$ 10,371.29</b>



### **Total Event Budget**

Please complete the following budget summaries

PROJECTED EXPENSES		
	IN-KIND	CASH
Travel		2800
Housing	1000	800
Food		1150
Sanction Fees		0
Site Fees		400
Rights/Guarantee Fees		0
Officials		5600
Awards	29000	26000
Equipment		600
Rentals		0
Insurance		1200
Security		0
Labor		2750
Marketing/Promotions		52,575
Administrative Costs		1300
Other Expenses		0
Cost of products sold		480
Total In-Kind Expense	30,000	
Total Cash Expense		96,655
TOTAL EXPENSE		125,655

PROJECTED INCOME		
	IN-KIND	CASH
Admissions		29500
Contributions**		
Grants		
Sponsorships** National Sponsors	6000	3000
Sales		680
Room Rebates		
Tourism Funds		30000
Other Income		
Advertising		2000
Total In-Kind Income	6000	
Total Cash Income		65180
TOTAL INCOME		71180

\*\* Please provide a summary of current sponsors/contributors including the amount of the cash and/or in-kind contribution.

**Please Note:** If a grant is awarded, payment/reimbursement occurs after the event by submitting invoices totaling the amount granted.

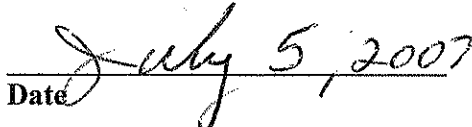
Attachments: Exhibit B  
Sample Questionnaire  
Event Checklist

\*\* Cabela's In-Kind Sponsorship 5000  
Cabela's Cash Sponsorship 3000  
Eagle Claw In-Kind Sponsorship 1000

### CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council for FY 2007-08. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments are accurate and complete.

  
Chief Corporate Officer

  
Date

Seal

  
Corporation Secretary

Date

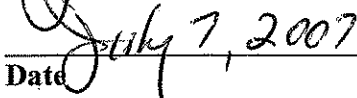
  
Date

EXHIBIT "B"  
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT  
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME OF CONTACT \_\_\_\_\_ CONTACT TELEPHONE \_\_\_\_\_

CONTACT E-MAIL \_\_\_\_\_

REQUEST PERIOD FROM \_\_\_\_\_ TO \_\_\_\_\_

REQUEST # \_\_\_\_\_

( ) INTERIM REPORT ( ) FINAL REPORT

TOTAL CONTRACT AMOUNT \$ \_\_\_\_\_

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)

Please complete the following:

#of Hotels used \_\_\_\_\_

#of Hotel room nights \_\_\_\_\_

#of out-of-town participants \_\_\_\_\_

#of out-of-town fans \_\_\_\_\_

#of out-of-town media \_\_\_\_\_

Total direct economic impact \$ \_\_\_\_\_

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

**Exhibit C**  
**Seminole County - Economic Impact**

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many <b>adult out-of state participant</b> days expected?		\$ 139.00		\$ -
How many <b>adult out-of state spectator</b> days expected?		\$ 139.00		\$ -
How many <b>out-of state media/professional</b> days expected?		\$ 139.00		\$ -
How many <b>youth out-of state participant</b> days are expected?		\$ 69.50		\$ -
How many <b>youth out-of state spectator</b> days are expected?		\$ 69.50		\$ -
How many <b>in state participant/spectator/media/ professionals</b> expected?		\$ 68.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
<b>TOTAL DIRECT IMPACT =</b>				\$ -
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ -		1.5	\$ -
Total earnings impact:	\$ -		0.57	\$ -
Total employment impact:	\$ -	1,000,000	22	-
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
<b>STATE SALES TAX GENERATED:</b>	\$ -		0.06	\$ -
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
<b>STATE SALES TAX REIMBURSED TO COUNTY:</b>		\$ -	0.09653	\$ -
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
<b>COUNTY LOCAL OPTION SALES TAX:</b>	\$ -	\$ -	0.01	\$ -
		Estimated Rooms	Estimated	Approximate Hotel
		Per Night To Be Secured	Nights In Town	Average Room
			Rooms Secured	Rate Per Night
<b>TOTAL HOTEL IMPACT:</b>				\$ -
	Total Hotel			
	Impact		Resort Tax Rate	
<b>COUNTY RESORT TAX RECOUPED:</b>	\$ -		0.03	\$ -
<b>TOTAL RESORT TAX &amp; STATE SALES TAX RECOUPED BY COUNTY:</b>				\$ -
<b>RENTAL COSTS OF FACILITIES OWNED &amp; RECOUPED BY THE COUNTY:</b>				\$ -
<b>RENTAL COSTS OF FACILITIES OWNED &amp; RECOUPED BY THE CITY:</b>				\$ -
<b>BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:</b>				\$ -
<b>BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:</b>				\$ -
<b>APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:</b>				\$ -